DESIGN GUIDELINES
DOWNTOWN WAYNESBORO

WAYNESBORO VIRGINIA

DESIGN GUIDELINES
DOWNTOWN WAYNESBORO

Why does the City develop the Downtown Design Guidelines?

The Downtown Design Guidelines are policies, details and concepts that to be used to guide the developments and improvements occurred in Waynesboro Downtown. They create the basis for visual character within the downtown districts with a particular emphasis on retaining and displaying the historic and cultural heritage of the area. The guidelines are not regulative tools but **voluntary** standards intended to encourage thoughtful and well-designed projects and to improve people's attitudes toward the City's aesthetics and economic viability, as well as to set criteria for public and private review and support for downtown proposals.

What are downtown areas?

Waynesboro Downtown is defined physically between the intersection of W Main St/Rosser Ave to the west and the intersection of E Main St/E Broad St to the east, and the Mill at South River to the south and the rail road to the north (as shown in the following map).

Two sub-areas are designated as Downtown Core Area and Downtown Transition Area based on their unique urban characters and built forms. As specified in the guidelines, certain design standards are emphasized for Downtown Core Area and Downtown Transition Area as well as Floodplain Area.

How is this document organized?

The design guidelines reflect the desire of the community that future development maintain Waynesboro's "small town" character. The document presented in three categories: site, streetscape, and building. Specific design guidelines are assigned for each category. The guidebook uses text, photographs, and drawings to illustrate preferred site layouts, streetscapes, building architectures, lighting arrangements, and signage schemes.

Site

Site components include overall placement of buildings, parking, landscaping, lighting and other design elements at a single location or development. The guidelines encourage connectivity between sites and neighborhoods; address pedestrian scale development, spatial enclosure, building and parking placement, decent landscaping, as well as compatible fences, signs and lighting.
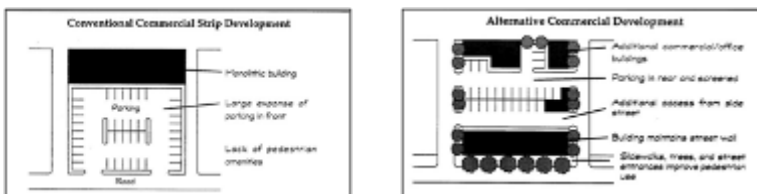
Avoid This   Do This

Streetscape

Streetscape components include vehicle, pedestrian and bicycle travel ways and the adjacent landscaping and street furniture. The guidelines encourage installation of sidewalk and crosswalks; address screening and landscaping, street trees, signs, street furniture and gateways.

Existing E Main Street   Potential Improvements

Building

Guidelines for buildings will only be applied to commercial buildings and mixed use buildings within the downtown area. The guidelines address a variety of building design elements, including building massing, height and width, windows and doors, facades, rooflines, materials and colors, and awnings.

Existing Building

Potential Improvements

Which building type(s) your development falls in?

Existing Framework Building

- Buildings that are often located at a street corner and anchor the block.
- Buildings that are highly detailed and articulated, whose massing, vertical and horizontal modulation, and details provide examples for adjacent property owners and designers.

Non-framework Infill Building

- Simple details and less articulation than framework buildings.
- Important to the district, and contain many ideas supported within the guidelines.

New District Building

- Buildings built within past 10-15 years.
- Follow themes and ideas within the guidelines.
- Structures that relate with existing neighboring buildings and surrounding elements.

Signature Building

- Buildings with significant architectural contribution and meaning to the Downtown and the whole community.
- Buildings on a map, visiting tour, or postcard.

Closing Statements

The contents of the document are the result of a non-profit organization driven effort to protect the historic character and the culture of Waynesboro and to encourage new developments and improvements in downtown. The efforts have been spanned for a long time. During this period, economy recession has changed much of the original character of the downtown.

Today, this document hopes to provide a guide to retain what is left and to re-establish what has been lost. This document is only a guide; it will still be up to our policy makers and citizens to put forth the willingness and effort needed to carry out the goals and keeping Waynesboro downtown a vibrant destination for both residents and visitors.

Purposes

The Downtown Design Guidelines are a set of voluntary standards intended to encourage thoughtful and well-designed projects in Waynesboro's downtown area. Implemented over time, these guidelines will enlarge the downtown business district creating a cohesive area where people seek to work, live, and be entertained. The guidebook uses text, photographs, and drawings to illustrate preferred site layouts, streetscapes, building architectures, lighting arrangements, and signage schemes. It is expected that property owners, developers, and their designers can use this guidance to make sound design decisions by as they renovate or construct new buildings in downtown area.
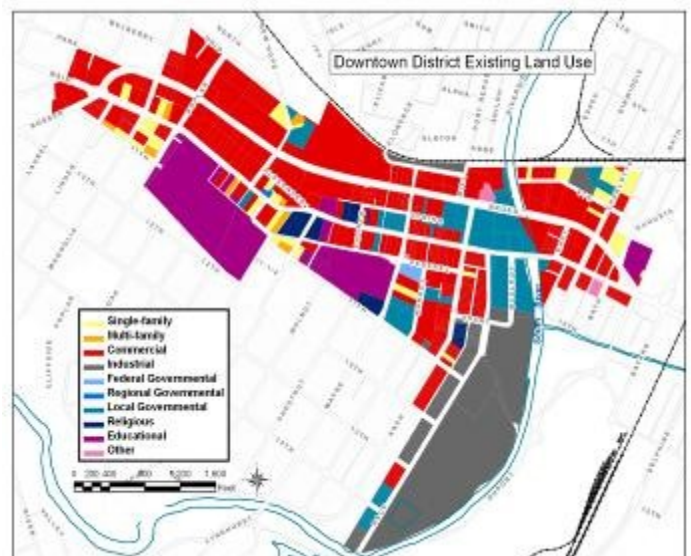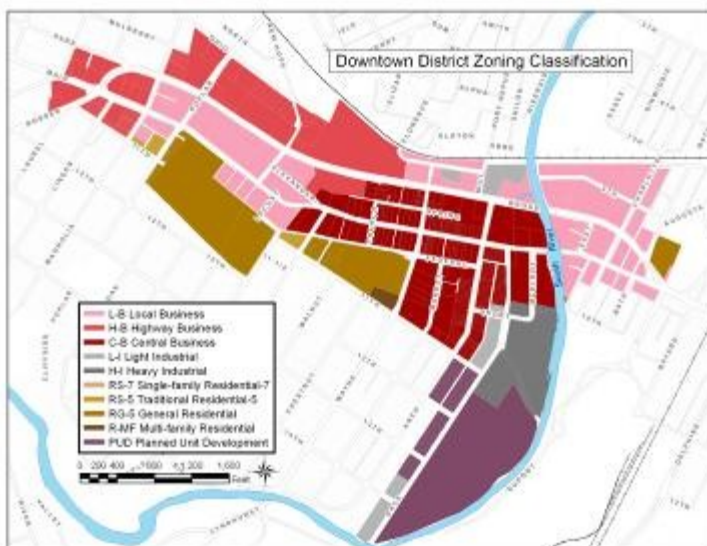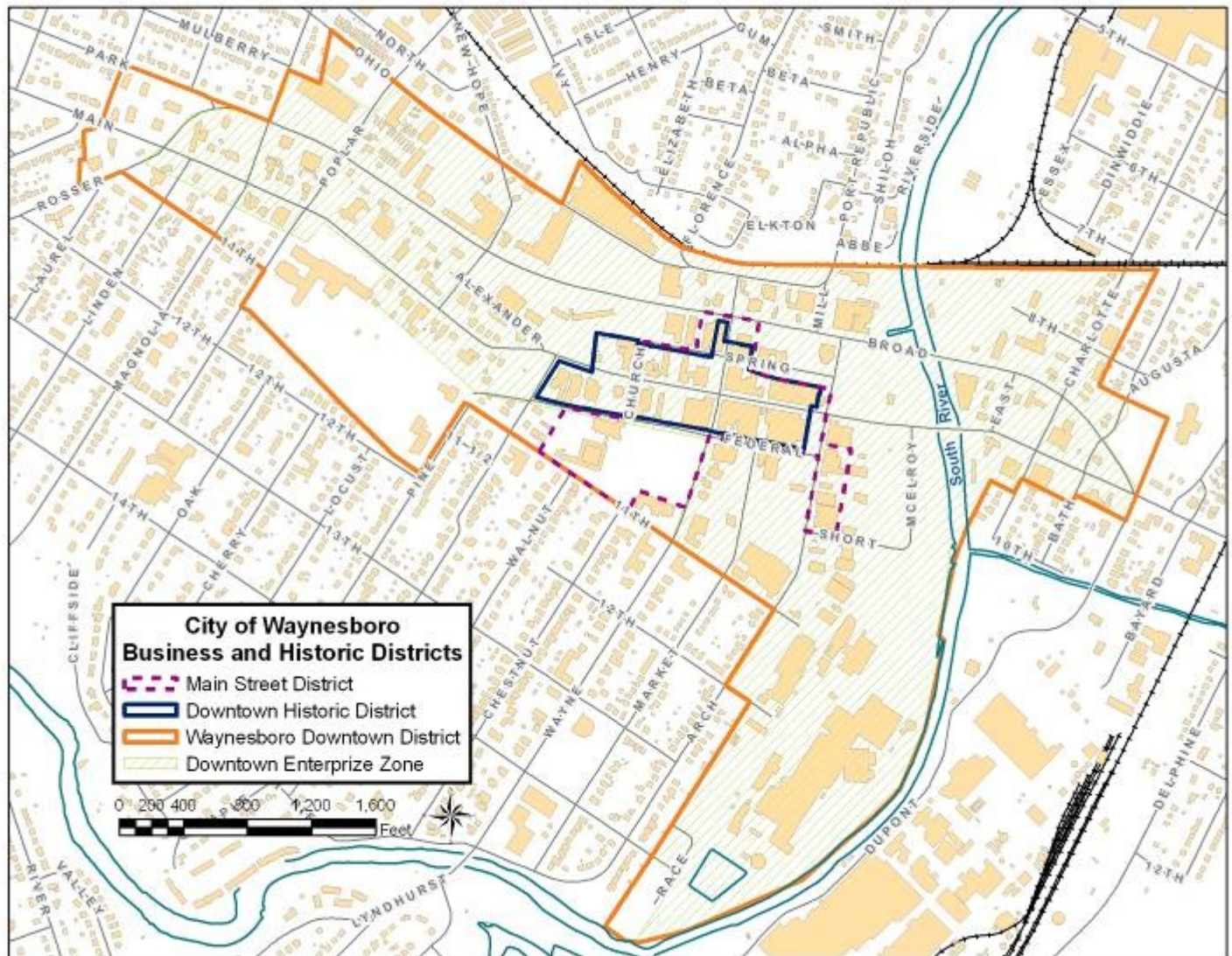
Goals

1. Assist property owners in optimum development of downtown properties for highest long term value and economic good of the area.
2. Provide clear guidance and overall vision for new development in the downtown core.
3. Provide criteria for public and private review and support for downtown public and private proposals
4. Improve people's attitudes towards the City's aesthetics and economic viability and encourage property owners to reinvest in their property and provide the best economic development return to current owners.

Planning Process

Earlier documents, including the 1986 Downtown Plan and Physical Analysis, the 1989 Waynesboro Downtown Development Project and the 2001 Downtown Revitalization Master Plan, serve as a foundation for these design guidelines. However, this document represents the first specific set of design tools.

During the guidebook's preparation process, Waynesboro Downtown Development Inc. through its Design Committee, worked with City planning staff to develop the concept and to write guidelines. The drafted design guidelines were presented to the downtown property owners, business operators, and other key stakeholders. Their input was then used to further shape the guidelines that a majority of the downtown owners could support. With their support, the WDDI Design committee presented the revised final guidelines to the City Planning Commission and City Council. City Council was asked to adopt the guidelines as an official policy in the City's Comprehensive Plan. The Downtown Design Guidelines were adopted on XXX XX, 2011.

City of Waynesboro
Business and Historic Districts

Main Street District
Downtown Historic District
Waynesboro Downtown District
Downtown Enterprize Zone

0 200 400   800   1,200   1,600
Feet

Downtown District Zoning Classification

L-B Local Business
H-B Highway Business
C-B Central Business
L-I Light Industrial
H-I Heavy Industrial
RS-7 Single-family Residential-7
RS-5 Traditional Residential-5
RG-5 General Residential
R-MF Multi-family Residential
PUD Planned Unit Development

0 200 400 800 1,200 1,600
Feet

Downtown District Existing Land Use

Single-family
Multi-family
Commercial
Industrial
Federal Governmental
Regional Governmental
Local Governmental
Religious
Educational
Other

0 200 400 800 1,200 1,600
Feet

The character of Waynesboro downtown is formed by its history, location, geology, native fauna and flora.
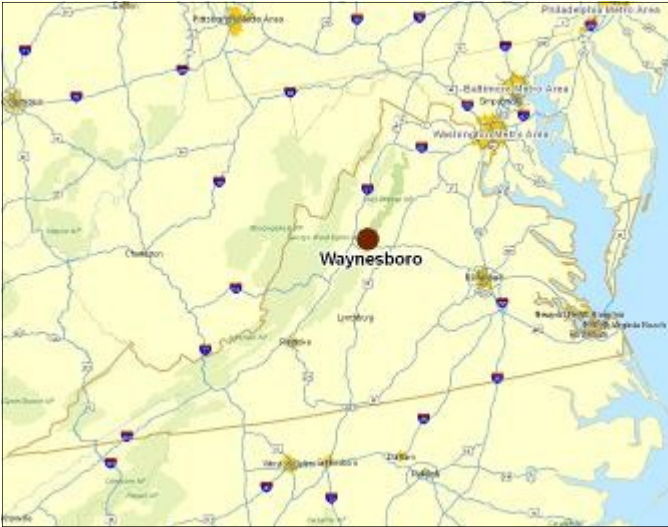
Waynesboro has taken advantage of its location and proximity to cities such as Charlottesville and Staunton. Other east coast attractions, including Richmond, Washington DC, beaches and mountain recreation areas are within easy driving distance. Waynesboro offers the closest entry point to both the Skyline Drive and the Blue Ridge Parkway, and offers easy access to the Appalachian Trail, Shenandoah National Park and national forest areas.

With its adjacency to interstates I-64 and I-81 and other road networks, Waynesboro enjoys outstanding regional connectivity.

In the eighteenth century, the seeds of today's downtown were planted on the South River because the river provided an important settlement location for leading settlers. Early development started at the river's banks and gradually extended inland. Waynesboro flourished as an industrial center benefiting from the river and the later-introduced railroads. The downtown location at the South River has several implications for its form and character. The river creates permanent, well-defined physical boundaries for downtown to the east and west. The natural, riparian corridors serves as an important visual and recreational element within the urban pattern.

The river also serves as a barrier that influences the form and function of downtown. The costs and hazards associated with flooding have hampered reinvestment in the lower downtown. The limited number of access points from the east and west somewhat decrease the cohesive development of downtown.

Small Town Feeling

"Small town feeling" is one of the major reasons people choose to call Waynesboro home. Traditional architectural styles, historic neighborhoods, small population, a growing economy, and compact, mixed use development typify the character of Waynesboro.

Two distinct areas, Downtown Core Area and Downtown Transition Area are designated based on their unique urban characters. As specified in the guidelines, certain design standards are emphasized for Downtown Core Area and Downtown Transition Area.
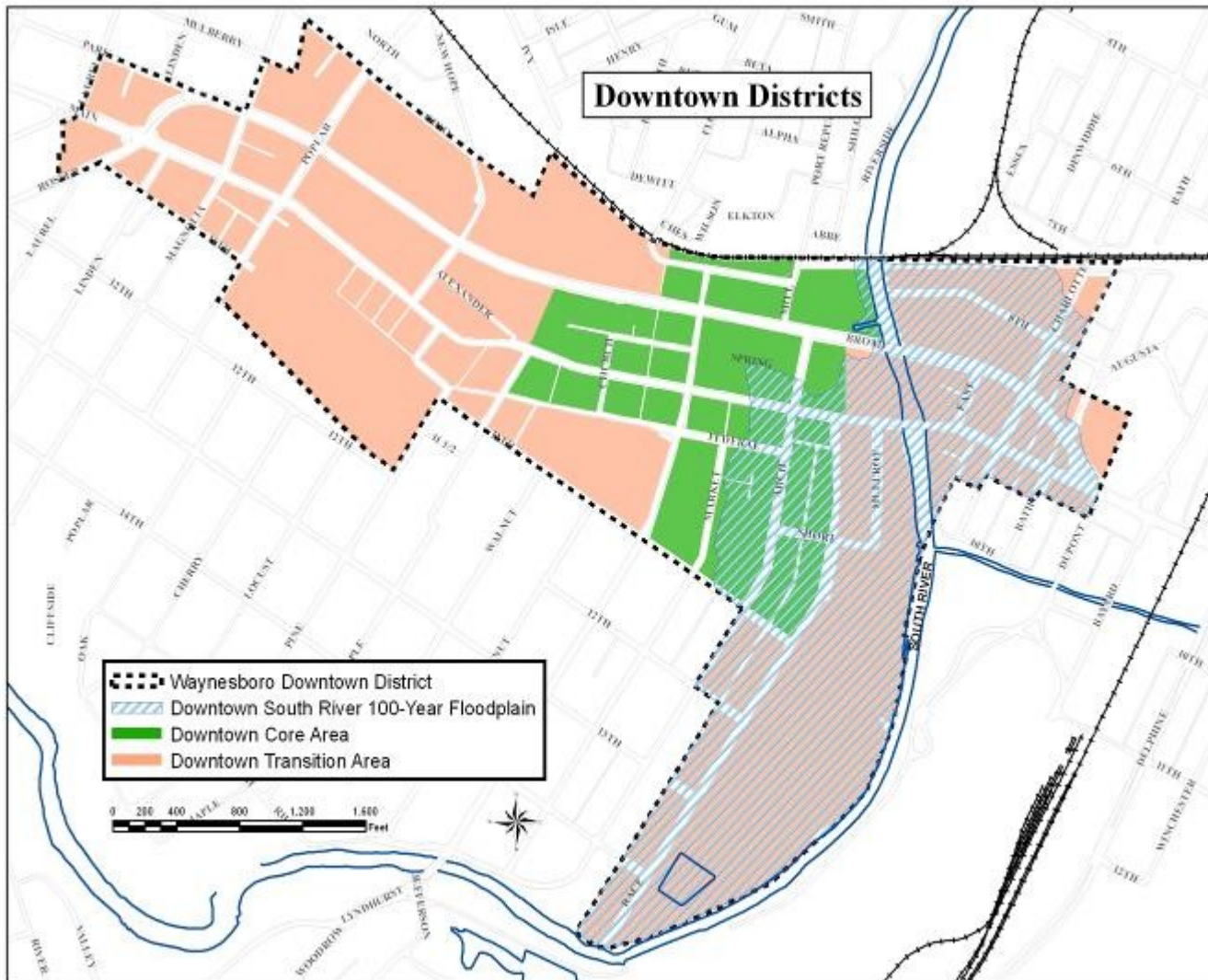
Downtown Core Area
The Downtown Core Area is located at the center of the Downtown District and the community as a whole. The Downtown Core Area always serves as the commercial, social, cultural and focal point of Waynesboro. It contains denser and larger-scale development than the surrounding areas and it is more pedestrian oriented. It serves as a community gathering space and hosts civic functions, cultural activities, community festivals, retail, office, entertainment and residential uses.

Downtown Transition Area
Downtown Transition Area is defined as the area where transition from high-density built-form to medium-density built-form. The transition area is generally less urban in character and has deeper building setbacks, shorter buildings, and front parking.

Downtown Districts

Legend:
- Waynesboro Downtown District
- Downtown South River 100-Year Floodplain
- Downtown Core Area
- Downtown Transition Area

Special Design Guidelines	Site	Streetscape	Building
Downtown Core Area	• Limit separation between buildings • Avoid monument signs and free-standing signs • Reduce sign clutter • Encourage use of the same brick pattern as Main Street • Use landscaping to create an identity by selecting specific species, sizes, colors or shape of plants and trees	• Place wooden benches and trash cans at key locations • Install banners on light poles for signage and visual appeal	• Encourage more complex forms of building • Design ground story floor elevation at least 15 feet clear (floor to ceiling) height for at least 1/3 of its area contiguous to building line frontage • Encourage traditional three-part building façade style incorporating clearly defined base, middle and top at a human scale • Encourage use of traditional building materials such as kiln-fired brick, stucco, terra cotta, wood siding and fiber cement siding • Prefer cornice or parapet in order to delineate a strong roofline along the primary facade • Encourage traditional gable roof or flat roof
Transition Area	Reduce sign clutter		
Floodplain Area	Protect open space		

The Downtown Core Area is defined as the part of the Downtown formed by the area between Railroad and 11th Street, Race Ave Right-of-Way and Maple Ave.

Concentrated with historic buildings and character, the Downtown Core Area has a strong urban feel and a mixture of one, two and three-story buildings. The streetscape improvements along Main Street, the excellent historic building renovations, including the Waynesboro Heritage Museum and the on-going Wayne Theater project, together with the pedestrian-scaled buildings with traditional retail, office, civic, entertainment and residential uses, generate a strong small town feel which is one of the most important reasons for choosing Waynesboro as a home.

The Downtown Core Area is visualized to reflect both the local heritage of downtown and the adjacent historic neighborhoods and the higher density, mixed-use development. Design ideas include:

- Encourage the design of a distinctive downtown identity, a wayfinding system, architectural details and character elements specific to this area within the context of achieving a cohesive overall plan.
- Promote small town feel through the consideration of central gathering areas and a signature visual or cultural element for the Downtown Core Area.
- Promote the multiple-frontage buildings encouraging pedestrian circulation through attractive urban space.
- Properly manage and/or relocate some of the existing parking facilities and provide adequate parking with any proposed new building development, including appropriate screening from public view.

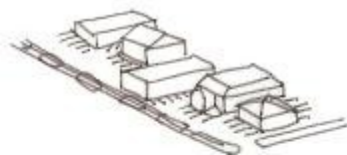Existing View of the Downtown Core Area

Conceptual Rendering of the Downtown Core Area

The Downtown Transition Area includes the area along Broad Street and Main Street just west of the Downtown Core Area and the area adjacent to the South River and around the intersection of Broad Street and East Main Street.


Currently, this area lacks cohesive design in development components, placement or scale. The area includes strip retail shopping facilities, fast food restaurants, gas stations, automobile services and one-story business buildings together with expansive vacant lots. The setbacks, parking placement, signs, and landscaping establish very weak visual identity of this area. Although Main Street and portions of Broad Street provide sidewalks and crossings, the whole area is still automobile dominant. Unattractive features in this area include: a variety of setbacks creating weak urban edge, parking in front of buildings and side parking without screening, primary façades and entrances not facing major streets, dispersed development with huge gaps, dominance of one-story buildings, lack of landscaping and street trees, and lack of pedestrian continuity and crossings.

The City has recognized the importance of this area and will foster ongoing efforts to improve this area. Design ideas include:
- Expand Streetscape program;
- Encourage outdoor activities such as dining and gathering;
- Create the appearance of a properly scaled urban streetfront, other than traditional suburban strips and more dense Downtown Core;
- Create more open spaces and plazas to increase walking;
- Place buildings closer to the street, along with more compatible designs and use landscaping, sidewalk, street trees and other elements to reflect a coherent image;
- Complete sidewalk gaps and improve pedestrian walking environment.

Existing View of the Downtown Transition Area
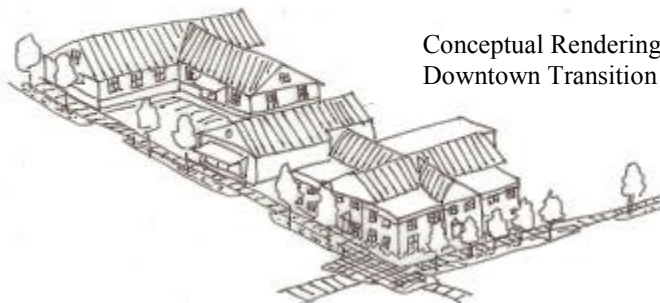
Conceptual Rendering of the Downtown Transition Area

Part of the Downtown Transition Area falls in the South River flood-plain.

The South River flooding is still a big concern of this area. The design and development pattern in this area is not consistent with the Downtown Core Area and has no sense of a gateway for the Downtown Core Area. Huge setbacks from the major street, poorly-maintained buildings, auto-dominated land uses, large open spaces and unde-fined areas at South River edge are major unattractive elements of this area.

The floodplain area has always suffered from flooding and stormwater issues, thus investment and redevelopment efforts have been some-what limited in this area. The redevelopment in this area will focus on river water quality improvement, river bank restoration, a potential riv-erside signature park and riparian buffer reestablishment along the South River. Another main focus should include reinforcing establish-ment of a downtown gateway by using open spaces, significant build-ings, art and sculpture.

Existing Site
Typically small 1 story buildings in floodprone area.

Phase 1
Construct new 3 story buidings on columns with parking below in the floodprone area.

Phase 2
Construct an earth berm with a pedestrian walk-way, benches, and a row of trees. This protects the buildings from floooding.

Phase 3
Raise Street level, creating a raised street, new plazas, and additional under-ground parking.

Conceptual Renderings
Staged Development in the Downtown Floodprone Area

Site is one of the basic design elements that contributes to the overall character of Downtown. Site refers to the overall placement of buildings, parking, landscaping and other design elements at a single location or development. While the unique combination of site elements creates distinctive developments, the design guidelines are meant to ensure cohesion and improved connectivity.

- Site elements should reflect the preferred character of Downtown.

- Site elements should respond to the context of existing buildings and to the surrounding elements and neighborhoods.

- Site elements should form a recognizable edge to the streetscape.

- Site elements should prioritize pedestrian circulation, access and safety.

- Site elements should create aesthetic appeal, rhythm and continuity.
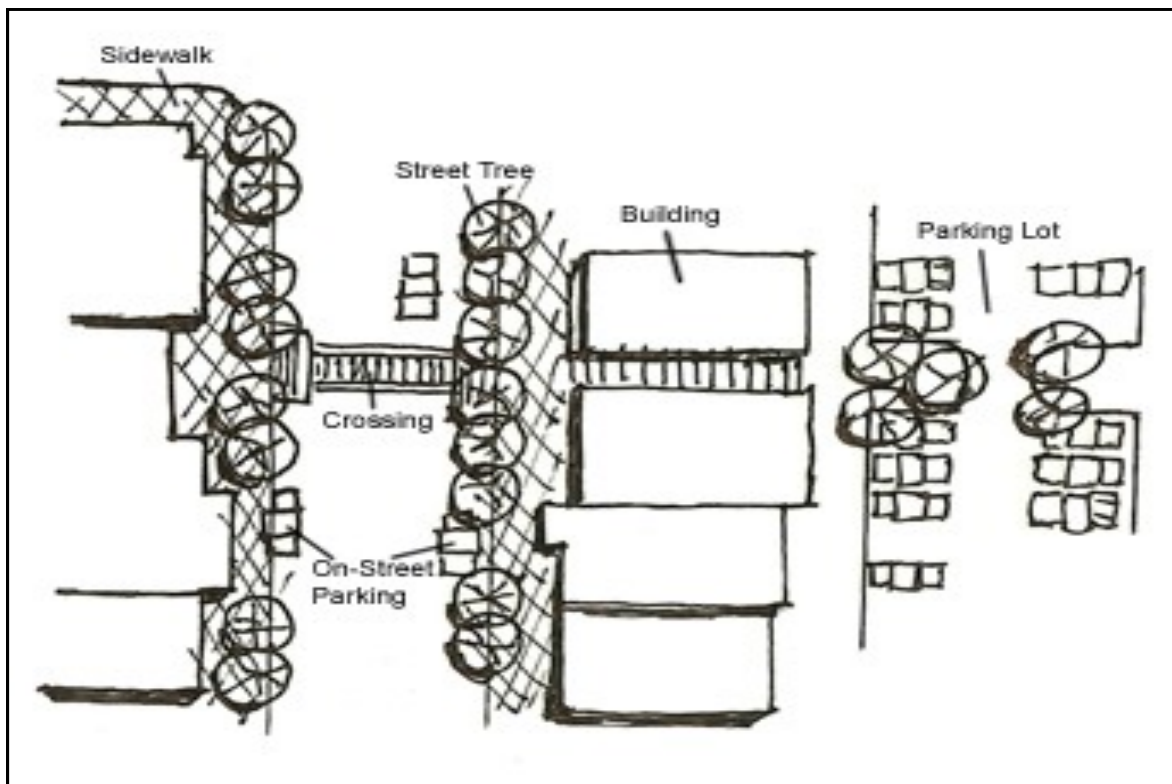
Site Design Should:

A. Block and Lots Character

Intent:
To retain and reestablish traditional grid system.

1. Appropriate block lengths are pedestrian in scale and easy to walk.
2. Appropriate block width is approximately 300 feet and easily walkable.
3. Appropriate block widths are consistent, contributing to a regular rhythm along the block.

- Encourage traditional grid system.

- Create blocks with reasonable width and length to promote easy pedestrian access and encourage cross-use.

- Maintain lots in consistent size, scale, pattern and rhythm of the surrounding block(s).


Current Downtown Road Network

Appropriate Traditional Grid System

B. Connectivity

Intent:
To establish better connection between site to nearby neighborhoods and site to site.

- Provide pedestrian and vehicular links to nearby neighborhoods, the South River, Fishburne Military School and other public destinations.

- Form a visual link between different areas using common elements, materials and design.

- Emphasize pedestrian routes' connectivity and continuity.

- Make access available between private sites.

- Improve access to nearby neighborhoods, such as the Tree Street neighborhood, Port Republic neighborhood and the former Basic City through improving road networks and condition, repairing bridges and adding wayfinding signage.
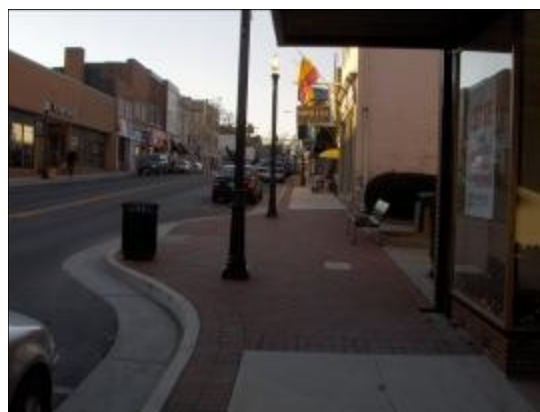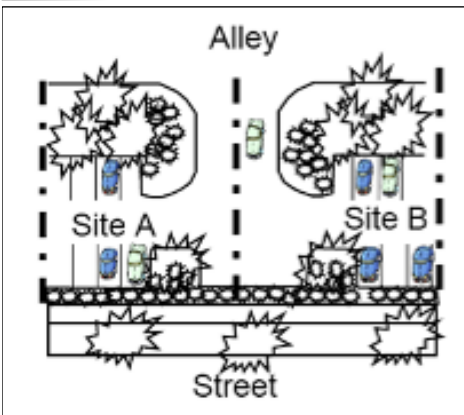

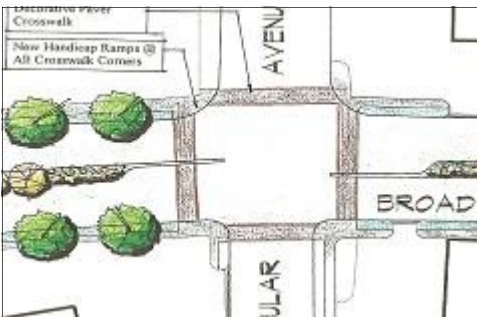Visual link could be formed through using common elements such as light fixtures and continuous sidewalks

Continuous sidewalks allow people to walk

Site Design Should:

Encourage joint/common access between two lots

Proposed pedestrian crosswalk with specialized paving at Broad Street intersections

Pedestrian passageways through nTelos building

Pedestrian arcade in Willow Oak Plaza

- Provide joint/common access driveways between sites.

- Encourage vehicular access from secondary street frontage or alley.

- Limit interior lot access to a minimum number of curb cuts to adequately serve the site.

- Provide internal circulation for vehicles, pedestrians and bicyclists between all buildings and spaces within a site.

- Provide clearly defined, safe, direct, convenient and landscaped pedestrian pathways between streets, parking areas and buildings.

- Provide pedestrian scaled lighting and vertical elements.

- Provide pedestrian safety alleys and courtyards that match or complement either the building or the primary street.

- Provide specialized paving design especially where pedestrian and vehicular paths intersect.

- Encourage pedestrian passageways which go through buildings, such as arcades. (Arcades are not applied to building facades facing right-of-way.)

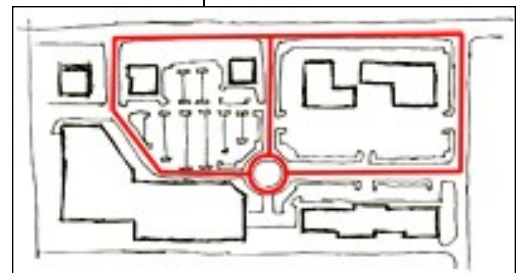## C. Circulation/ Access

Intent:
To provide better interior and exterior access for both automobiles and pedestrians.

Pedestrian scaled lighting fixture on Main Street

Interior vehicular and pedestrian circulation within one development

14

D. Parking

Intent:
To provide well designed parking facilities while enhancing building placement and streetscape.

Clear pedestrian path using distinctive material and pavement is provided in the Alexandria Beatley Central Library parking lot
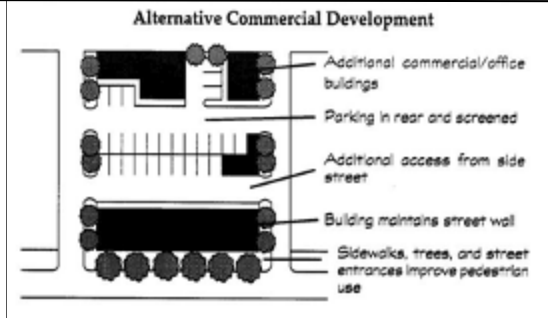

On-street parking on Main Street

Surface Parking

- Infill vacant parking lot with buildings and landscaping where possible.

- Allow shared parking where a mix of uses creates staggered peak periods of parking demand.

- Place parking lots behind or beside the primary façade of buildings.

- Design parking lot to minimize negative impacts such as light glare, exhaust fumes, noise and undesirable views.

- Provide screening such as a landscaped buffer or a solid wall or fence if parking lots are adjacent to right-of-way.

- Use landscaped islands and canopy to visually and functionally segment large parking lots into small lots.

- Encourage the use of interlocking, stumped asphalt pavers, bricks or other similarly textured or pervious materials for parking lot surface and accents.

- Provide clear pedestrian paths and crossings from parking spaces to main building entrances and the street by differentiating pedestrian and automobile paths with materials and paintings.

- Encourage parallel on-street parking along Main Street where retail and commercial uses are proposed.

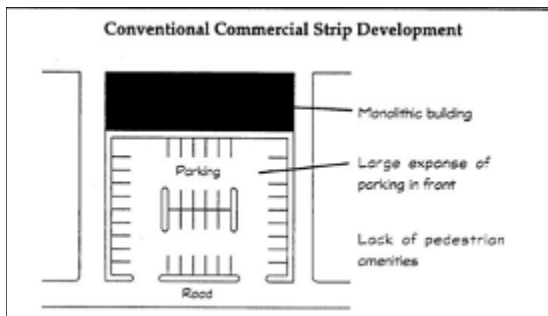- Encourage pedestrian paths through parking lot.

Do This

Avoid This

Do This
Use landscaped islands to divide up large parking lot

Avoid This
Huge vacant parking lot with no landscaping or screening

Structure Parking

Parking garage in Staunton uses elegant architectural ornamentation to visually screen interior parking

This rendering represents a parking garage wrapped with ground floor retail and possible office or residential units (http://www.americanlocomotiveworks.com/community/)

- Encourage multi-level parking structures in lieu of large surface lots wherever possible.

- Integrate parking garages with surrounding development and the envisioned character of Downtown.

- Encourage parking garages with ground floor of each façade on all adjacent street frontages occupied by active uses, including restaurant, retail, entertainment or other uses/features determined to be pedestrian-oriented.

- Use landscaping, walls, architectural elements or other decorative features to visually screen upper floors of all parking garages from the public view.

- Provide clear marked ingress/egress for parking garages.

- Limit parking structures to four (4) stories in height.

D. Parking

Intent:
To provide well designed parking facilities while enhancing building placement and streetscape.

Site Design Should:

E. Building Placement

Intent:
To use buildings to form an urban edge and focus urban character and activity toward major streets.

- Orient the façade of new buildings or renovations to front the street.

- Bring buildings to the front property line to have the same setbacks as the adjoining buildings.

- Use buildings to form an edge along Main Street and Broad Street.

- Orient service areas to limit their impact on the development and any neighboring areas.

- In the **Downtown Core Area**, limit separations between buildings. When separation is unavoidable or desirable, design separation to function in a manner that complements the surrounding area.

- Encourage high percentage of coverage and denser development.

- Fill in the vacant lots and huge separations between existing buildings with new buildings where possible.

Do This
Building placement creates a strong downtown feeling

Avoid This
Fragmented building footprints form no sense of an urban edge

Do This
The building well defines this corner

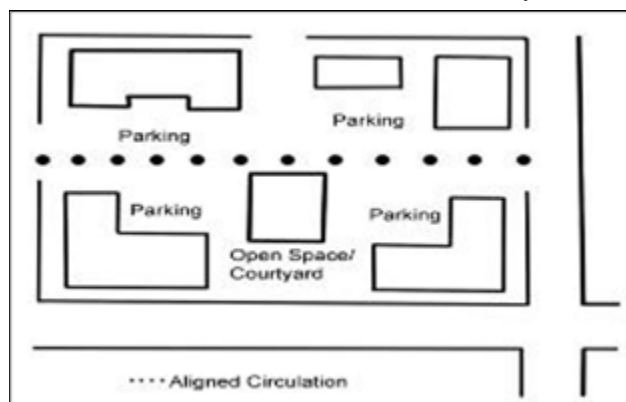**Avoid This**
Parking lot occupies the corner

Do This
Adequate spaces is provided between these two buildings to locate a pedestrian alley with room for seating
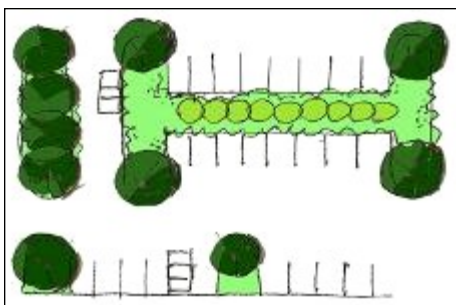

Avoid This
Narrow gap between buildings may generate safety corners

The building placement allows for public open space, parking to the side and rear and building facing major street

Landscaping is provided at the perimeter and the intermediate points of the parking lot

This outdoor café is directly accessible from the sidewalk and is clearly delineated by a low wall

Landscaping is used to define and enhance site entrance

Sculpture located in the Waynesboro public open space

- Recommend using trees and shrubbery native to Central Shenandoah Valley.

- Use trees, shrubs and other landscaping to provide screens for service areas, parking and utilities.

- Use landscape areas to reinforce pedestrian and vehicular circulation routes and entrances.

- Use trees to shade parking and pedestrian zones.

- Provide plant materials to enhance corner at intersections.

- Provide pedestrian friendly environment by creating a variety of usable and interesting open spaces within private development.

- Break large open spaces into smaller, human-scale spaces through the use of changes of grade, planters, pots, landscaping, sculpture, fences, walls, etc.

- Provide formal or informal seating appropriate to the scale and function of the open space. Seating may include park benches, the tops of garden/planter walls, monumental stairs, etc.

- Encourage public art in accessible open spaces to enrich the pedestrian experience and create a stronger sense of place.

- Protect open spaces in the **Downtown Floodplain Area**.

F. Landscaping and Open Space

Intent:
To preserve existing natural beauty while using landscaping to enhance sites' attractiveness.

Site Design Should:

G. Fence and Walls

Intent:
To establish and maintain consistent high quality fence and wall designs.

- Design walls and fences to be compatible with the architectural character of the building and the surrounding landscape.

- Limit the height of new fences and walls to 6 feet. Avoid exceeding the height of the existing fences and walls.

- Use materials such as brick, stone, iron and plantings.

- Avoid using chain-link fencing and concrete block walls that are visible from the street and solid masonry walls that visually enclose the property.

Do This
Walls in the Yancey Building Plaza, using the same material with the building and blocking the parking from public view

Avoid This
Chain-link fence visible from the street

Avoid This
Concrete wall totally blocks the view of the property

H. Lighting

Intent:
To reinforce the existing downtown character.

To avoid glare and light pollution.

- Ensure pedestrian areas are well lit without conflicts between trees and light fixtures.

- Use mounted/shielded lights on the walls and in the parking lots.

- Avoid using exposed bulb fixtures, directional floodlights and excessive or intense lighting of any kind.

- Reduce exterior lighting to a minimum level necessary for safety and security purposes.

- Limit using accent lighting only to highlight special focal points, building/site entrances, public art and special landscaped areas.

- Encourage traditional style light features on Main Street.

- Use coherent light fixtures in the same development.

Shielded light fixture

Wall-mounted light fixture

Traditional Light fixture used along Main Street in Downtown

Site Design Should:

Avoid This:
Utility lines conflict with trees

Do This
Landscaping is used to screen dumpsters

- Minimize utilities' visual impact from the street and adjoining development. Locate utilities underground if possible or behind buildings.

- Minimize conflict between trees and utility lines.

- Use screening for dumpsters and roof communication equipment.

I. Utilities and Communication Facilities

Intent:
To shield utility facilities from public view.

Monument signs are appropriate in downtown areas other than the Downtown Core Area

Do This
Sign integrates with building design

Avoid This
The size of the board sign is disproportionate with the building primary façade

Avoid This:
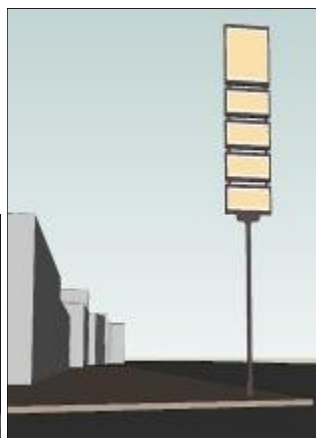The size of the free standing sign doesn't fit in the downtown area

- Incorporate signs into the building's architecture and be compatible with surrounding character and design.

- Locate signs where they do not block views of oncoming traffic at street intersections or driveways.

- If lights involved, focus lights on the sign and fully shield the light source.

- Use materials and colors compatible to those otherwise used in the same development and the surrounding development.

- Encourage a sign plan for large development/redevelopment.

- Avoid monument signs and free-standing signs in the **Downtown Core Area**.

- Reduce sign clutter in **Downtown Core** and **Transition Areas**.

J. Signs

Intent:
To integrate sign into the site and enhance visual impact of signs.

Site Design Should:

K. Storm-water Management

Intent:
To reduce the peak rate and volume and improve the quality of stormwater runoff from downtown properties.

- Encourage use of rain gardens, biofilters, bio-retention/detention basins to collect run-off and filter pollutants.

- Encourage use of porous paving material for the purpose of stormwater infiltration, especially in parking lots.

- Encourage installation of green roof designs and other green building technologies.
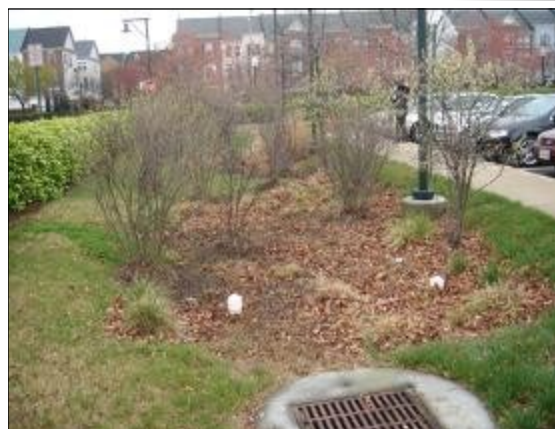
Bioretention in the Alexandria Beatley Central Library parking lot

Albemarle County office building green roof

Green Street in Portland
(http://www.gcbl.org/action-areas/economy/innovation)

Rain barrel is used to collect stormwater from roof
(http://www.rfcity.org/Eng/Stormwater/YourProperty/YourProperty.htm)

Pervious paving used on parking lot at Millar Park in Fair Oak, Calif
(http://www.concretenetwork.com/pervious/environ_benefits.html)

Streetscape acts as a linear element weaving the community's fabric and neighborhoods together. It includes vehicular, pedestrian and bicycle travel ways and the adjacent landscaping and street furniture.

• Streetscape should act as a connective outdoor space and help to weave a unified community fabric.

• Streetscape should connect different parts of Downtown.

• Streetscape should be well designed for easy access, safety and aesthetic appeal for vehicles, pedestrians and bicyclists.

• Streetscape signage should promote convenient wayfinding.
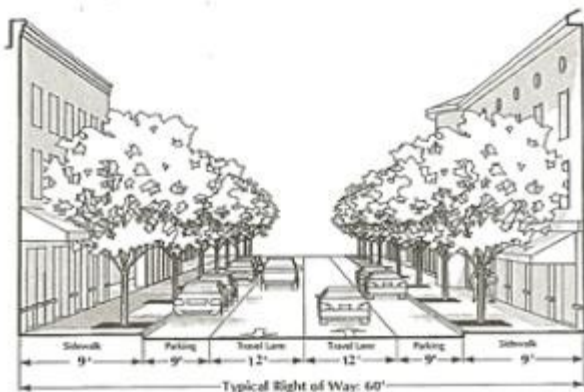
Streetscape applicable to Main Street
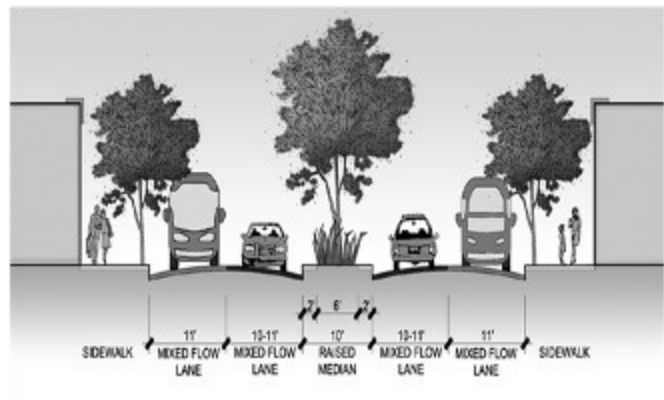
Streetscape applicable to Broad Street

A. Paving and Sidewalks

Intent:
To enhance and define pedestrian travel.
To improve pedestrian safety.

- Require sidewalks for any new development/redevelopment in downtown area.

- Encourage use of the same brick pattern as Main Street in the **Downtown Core Area** in the new development/redevelopment.

- Avoid excessive curb cuts for vehicular access across pedestrian ways. Where curb cuts are necessary, mark them with a change in materials, color, texture or grade.

- Widen existing sidewalks where appropriate so that outdoor activity facilities and trees can be placed.

- Add crosswalks where necessary and use decorative pavement at crosswalks to enhance pedestrian areas.

Main Street sidewalk

Main Street pedestrian crossing

B. Landscaping

Intent:
To reinforce circulation routes and reduce visual impact of adjacent development.

Street trees provide a sense of enclosure and safety transition from the road

- Use landscaping to create an identity within Downtown by selecting specific species, sizes, colors or shapes of plants and trees, particularly along Main Street and in the **Downtown Core Area**.

- Add street trees on Broad Street to provide shade and to define edges.

- Add street median islands with tree strips on Broad Street where possible.

- Maintain existing plantings in all public areas.

- Use various plantings, including tree and shrubs to provide shade for sidewalks and pedestrian gathering places.

Proposed street trees and median islands on Broad Street

A nice plaza with landscaping and benches in front of the Waynesboro City Hall

23

- Place wooden benches and trash cans at key locations in the **Downtown Core Area**.

- Avoid placing too many elements on narrow sidewalks.

Furniture placed along the street at key locations can provide a welcome rest for pedestrians

C. Street Furniture

Intent:
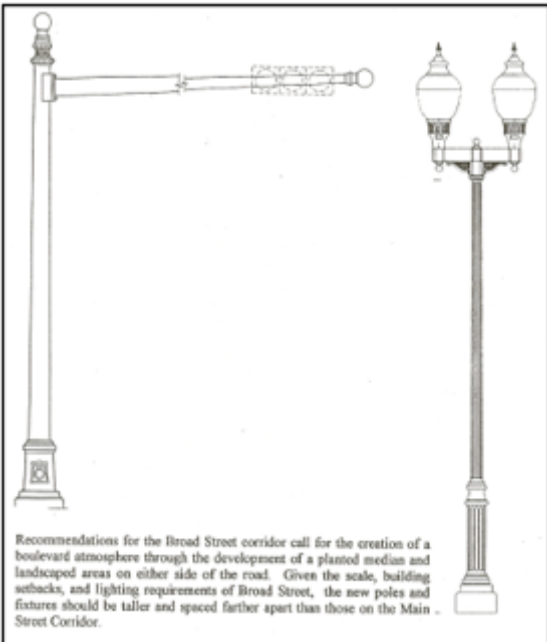To provide convenience to pedestrians and enhance streetscape.

Lamp pole with banner on Main Street

Typical street sign mounted on a post which matches those use for the new street lights

- Develop a community wayfinding system for automobile traffic, bicyclists and pedestrians.

- Develop public directional and informational signs to increase the attractive character of Downtown Waynesboro.

- Install banners on light poles for signage and visual appeal, especially in **Downtown Core Area**.

D. Public Signs

Intent:
To provide better guidance and orientation to downtown patrons.

Recommendations for the Broad Street corridor call for the creation of a boulevard atmosphere through the development of a planted median and landscaped areas on either side of the road. Given the scale, building setbacks, and lighting requirements of Broad Street, the new poles and fixtures should be taller and spaced farther apart than those on the Main Street Corridor.

- Replace existing street lights with poles and fixtures which are more visually appealing.

- Place taller and space farther apart light poles and features on Broad street than those on the Main Street.

- Provide pedestrian lighting along paths to parking lots and other destinations.

- Provide lighting at intersections in high traffic areas.

- Adjust traffic lights to better fit the traffic volume. Fix broken traffic lights, especially for pedestrian use.

E. Street Light and Traffic Light

Intent:
To enhance downtown pedestrian safety and vehicular convenience.

Streetscape Design Should:

F. Gateways

Intent:
To highlight gateway areas and prominent intersections as a focal point of Downtown Waynesboro.

- Enhance developments adjacent to gateways with visually prominent features to include one or more of the following:
  Public art
  Monuments
  Special landscaping
  Open space
  Plaza
  Water feature
  Special paving or surface treatments
  Unique pedestrian scale lighting or signage

- Encourage use of elements common to downtown historic architecture.

- Design buildings to emphasize their gateway location.

- Encourage signature buildings at gateway locations.

The Arch in Waynesboro history

A monument is used to define gateway
(Source: City of Longmont, Colorado)

Use massing, façade and roof expression to define gateways
(http://raynhamhamptoninn.com/apg_1164744886.php)

Open spaces are used to define gateway

http://vigorousnorth.blogspot.com/2007/04/fixing-franklin-arterial.html

Buildings are the most visible and attractive elements of Waynesboro's Downtown. 95% of the proposed downtown study area is currently devoted to commercial use. Design guidelines in this chapter are applied to commercial buildings or mixed use buildings within the downtown area.

- Encourage diversity of architectural styles.

- Incorporate buildings with surrounding elements.

- Preserve and protect historic character of existing buildings.

- Increase attractiveness of Downtown Waynesboro

A. Form

Intent:
To increase building attractiveness.

- Use forms for new construction that relate to the majority of surrounding buildings.

- Encourage more complex forms of building in **Downtown Core Area**.

B. Overall Massing/ Bulk

Intent:
To provide appropriate building mass by using techniques, various materials, textures, patterns, colors and details.

- Break the large volume of building (s) into a number of smaller components to reduce its visual impact.

- Use building insets or projections, stepped back upper floors or various heights of roofline to reduce the visual impact of mass.

- Use changes of vertical mass in an architecturally appropriate way to add interest and reduce building height and bulk.

- Use changes in material and color to break up the building appearance.

- Use buildings to define edges and provide a comfortable human scale.

Do This
Use complex forms, various materials, textures, patterns, colors and details to reduce the mass of larger buildings

Avoid This
Long blank walls convey no sense of human scale
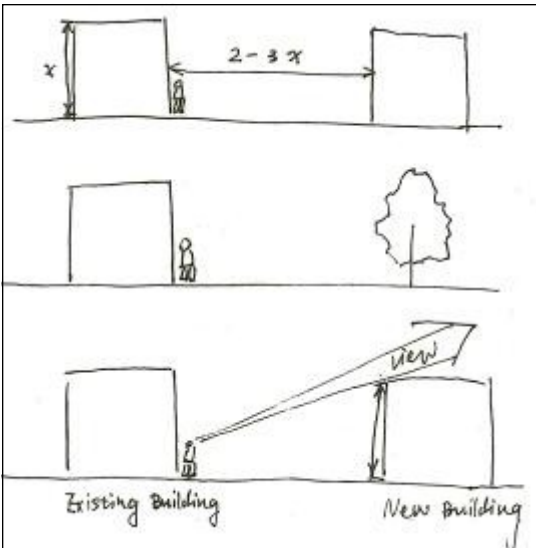
C. Height/ Width

Intent:
To provide a human scale environment.

- Design buildings to contain 2 to 4 stories in height, up to 6 stories for signature buildings in certain circumstances.

- Design ground story floor elevation at least 15 feet clear (floor to ceiling) height for at least 1/3 of its area contiguous to building line frontage in the **Downtown Core Area**.

- Set visually pleasing and contextually appropriate height and width ratio.

Combination of various building heights from 2-4 stories generates a pleasing urban edge

Comfortable human scale space is enclosed by buildings and landscaping

The height of new building shall not block the pedestrian's view

- Provide comfortable human scale enclosure feeling by using buildings and landscaping.

- Arrange new buildings in consideration of established views from adjacent streets and properties.

- Align open space with view corridors.

D. Spacing and View

Intent:
To preserve general view access to scenic beauty of the area.

Large entry door and columns greatly enhance the primary entrance

Primary entrance is enhanced by a plaza and the canopy

- Orient primary entrances on a building façade to major streets.

- Highlight primary entrances with strong architecture definition. Encourage the use of one or more of the following elements for primary entries:
    Large entry doors
    Recessed entrance/Protruding entrance
    Canopy/Portico
    Overhang
    Towers
    Arches
    Columns
    Raised cornice or parapet over door
    Ornamental light fixtures
    Other treatment that emphasizes the primary entrance

- Provide secondary entrance facing parking lots, plazas and adjacent properties if necessary.

- Use a hierarchy of entry design if the building has more than one orientation.

E. Entrances

Intent:
To highlight primary entrance and provide convenient access.

Secondary entrance on one side of the building gives a hierarchy of entrances and provides convenient access to the parking lot

F. Façade Design

Intent:
To enhance building character and provide variety and visual interest.

- Orient primary façade of a building to major streets.

- Encourage traditional three-part building facade style incorporating clearly defined base, middle and top at a human scale, especially in the **Downtown Core Area**.

- Provide attractive façade treatments on each elevation that is visible from streets or adjoining developments.
  *D*esign details for the top of the building, including cornice lines, parapets, eaves, brackets, fenestration and others.
  *D*esign details for the body of a building, including windows, awnings, trellises, canopies, pilasters, columns, decorative lighting, alcoves and others.
  *D*esign details for the base of a building, including entrances, covered outdoor areas, alcoves and others.

- Continue major architectural treatments from the primary façade to other sides of buildings that have public visibility.

- Avoid facades without openings.

- Encourage use of designs and materials that reflect the architectural traditions of Waynesboro.

Do This
Façade design clearly indicates building floors with attractive primary entry, store windows and decorations

Avoid This
Long blank wall with blocked windows

Do This

Avoid This

Top

Middle

Base

Avoid This
Building facing major streets has no ground floor transparency

- Keep at least 60% of ground floor façades facing major streets transparent for buildings along Main Street and Broad Street.

- Keep at least 20% of any ground floor façade that is visible from any street comprised of windows with vision glass.

Do This
Building with display windows in Alexandria Old Town.

G. Transparency

Intent:
To provide visual connection between activities inside and outside the building and increase pedestrian interest for "window shopping."

Color change enhances the roof line

- Use colors compatible with surrounding buildings and site elements.

- Avoid using garish, metallic, black or high-intensity colors.

- Encourage use of accent colors to enhance visual interest.

- Use color to enhance architectural elements.

H. Color

Intent:
To provide variety and visual interest.

To ensure that new or renovated buildings match the image of the community.

Variance in color adds attractive elements to the building form

I. Exterior Materials

Intent:
To balance continuity and variety.

To ensure the character of downtown is perceived as high quality.

Consistent material is used in one development

- Encourage use of traditional building materials such as kiln-fired brick, stucco, terra cotta, wood siding and fiber cement siding, especially in **Downtown Core Area**.

- Use consistent architectural material in one development project or in one site to have an integrated design theme.

- Encourage combinations of various building materials within an architectural theme.

- Use materials harmonious with adjacent buildings.

- Use consistent materials on all sides of a building.

- Consider Green Buildings in the Downtown area.

Traditional brick material is encouraged in downtown area, especially downtown core area

Use of a variety of materials and details that articulate different features makes this building more attractive (City of Lynwood, CA)

J. Windows and Doors

Intent:
To provide continuity and attractiveness.

To maintain a lively and active street face.

- Provide windows for commercial uses that are appropriately sized and located to allow for display and view into the interior of the buildings.

- Use windows to create a sense of continuity and consistency.

- Use windows and doors similar in proportion and pattern to adjacent buildings.

- Design windows and doors to be compatible with the architecture, materials and the scale of the façade of the building.

- Avoid using mirrored glasses and blank walls without windows and doors.

Do This
Extensive use of display windows along the street. Ground floor windows are transparent

Avoid This
Façade facing major street without windows and doors

Building Design Should:

Do This
A well designed roof adds rich detail to this building

Avoid This
Monolithic expanse of flat roof with no decoration which delineates a very weak roofline

Gable roof on downtown historic building

Building with decorative cornice and parapet

Stand sloped awning

Curved fabric awning

- Prefer cornice or parapet in order to delineate a strong roofline along the primary facades in the **Downtown Core Area**.

- Encourage traditional gable roof or flat roof in **Downtown Core Area** consistent with existing buildings.

- Choose suitable form, color and texture of the roof to be an integral component of the building and be compatible with the character of the building design.

- Avoid a monolithic expanse of roof on large-scale buildings.

- Encourage use of pitched roofs or pediment roofs in the **Downtown Transition Area.**

- Encourage ground floor awnings, particularly for storefront use.

- Choose color and form of awnings compatible with the building design.

- Avoid using backlit awnings.

- Avoid using awnings as signage.

Avoid This
Backlit awnings
(http://www.baraboaawning.com/index.cfm?)

K. Roof Design

Intent:
To ensure that rooflines present a distinct profile and appearance for the building while matching the image of Downtown.

To provide variety and visual interest for the building.

L. Awnings

Intent:
To provide variety and attractiveness to the building.

To maintain a lively and active street face.

To provide rain protection for the pedestrians.

32

Building Design Should:

M. Details and Decoration

Intent:
To ensure that all detailing of the building facades should be integral to the architectural design and not tacked onto the surface.

- Detailing should be horizontally or vertically integrated or aligned.

- Encourage use of various materials, pattern, and texture for the top, the body and the base of a building, while creating structures unique style.

- Encourage design intent of historic structure details or decoration, not replication.
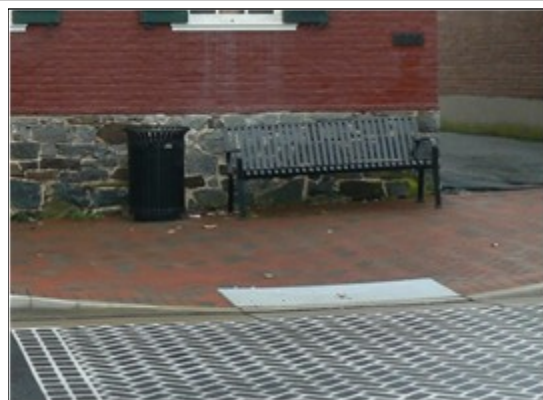
A well-defined foundation using different material from the body gives a distinct character to the building.
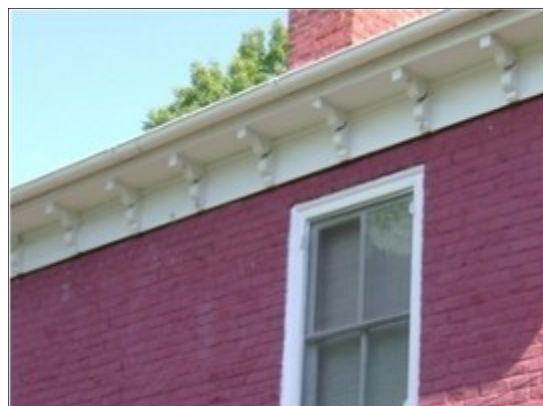
The roof decoration provides the building a unique character with the reflection to the historic component.

Checklist

The intent of this "Checklist" is to provide a means of evaluating how well the design guidelines are executed by developers and local authorities.

The Checklist is intended for use at the design and planning application stages of a new development or redevelopment in the downtown area. It summaries standards from the design guidelines and assumes that the good design of sites/building being brought forward for development.

The Checklist is also a tool for decision makers; in itself it does not make decisions. Flexibility is built into the tool to allow variations in sites and locations as issues pertinent in one area may be less significant in another.

DESIGN GUIDELINES
DOWNTOWN WAYNESBORO

Site	Applicant	City Staff	Comments
Pedestrian pathways	☐	☐	_____
Parking behind/beside building	☐	☐	_____
Parking lot landscaping	☐	☐	_____
Stormwater Management	☐	☐	_____
Lighting	☐	☐	_____
Signs	☐	☐	_____
Fences and Walls	☐	☐	_____
Open space and outdoor activities	☐	☐	_____
Screening			
Parking	☐	☐	_____
Utility	☐	☐	_____
Corner Site			
Landscaping	☐	☐	_____
Building	☐	☐	_____
Facades	☐	☐	_____

Streetscape	Applicant	City Staff	Comments
Sidewalk	☐	☐	_____
Crossing	☐	☐	_____
Street Tree	☐	☐	_____
Street Light	☐	☐	_____
Street Signs	☐	☐	_____
Street Furniture	☐	☐	_____
Gateway	☐	☐	_____

Building	Applicant	City Staff	Comments
Elevation of all exposed facades	☐	☐	_____
Façade diagrams	☐	☐	_____
Proportion	☐	☐	_____
Base, middle, top	☐	☐	_____
Rooflines	☐	☐	_____
Samples of all building colors and materials	☐	☐	_____
Building to line	☐	☐	_____
Primary façade and entrance facing major street	☐	☐	_____
2-4 stories in height	☐	☐	_____
Storefront transparency	☐	☐	_____
Façade openings (windows and doors)	☐	☐	_____
Entrance hierarchy	☐	☐	_____

Building Design Should:

A. Existing Anchor Buildings

Buildings which are often located at the corner and anchor the block and are being renovated, with planned additions or with great renovation potential. Buildings which are highly detailed and articulated, whose massing, vertical and horizontal modulation, and details provide examples for adjacent property owners and designers.

Waynesboro Heritage Museum

- Preserve and protect existing character of the building.

- Allow for additions which support the character of attractive adjacent buildings.

- Allow and encourage increases in height up to 3-4 stories.

B. New District Buildings

New buildings which are built within past 10-15 years and often are isolated from existing buildings. Building design follows themes and ideas within the guidelines and building structure relates with existing neighboring buildings and surrounding elements.

nTelos' Building

- Be compatible with the Downtown "vision" and Downtown Plans.

- Allow up to 4 stories maximum.

- Support urban edge and form an urban streetscape.

- Encourage to incorporate "public" types of spaces.

Vacant lot at the intersection of E. Main Street and Arch Avenue

- Mitigate large scale building by vertical and horizontal elements.

- Locate at least 50% of parking at the back of the building.

- Locate corner building either at the site property line or with setbacks to provide public open space.

Vacant lot redeveloped with a potential corner building

- Incorporate special design features and architectural features on corner buildings which help to anchor the intersection.

Building Design Should:

Vacant space could be filled with new buildings

Proposed buildings between/adjacent to existing framework buildings but have simple details and less articulations than framework buildings. These buildings are important to the downtown area, and contain many ideas supported within the guidelines.

- Be compatible with scale, character, urban edge (setback) and materials of existing adjacent buildings.

C. Non-anchor "Infill" Buildings

D. Signature Building

Wayne Theater

Proposed Wayne Theater illustration

Existing or proposed buildings with significant architectural contribution and meaning to the Downtown and the whole community. Buildings which are shown on a map, visiting tour or postcard.

- Preserve and protect the character of the existing signature building.

- Provide planning opportunities for "larger" or "signature" buildings.

- Allow multistory building up to 6 stories in certain circumstances.

- Provide plazas, courtyards, or other pedestrian spaces at or near primary entrances.

- Incorporate parking into designs and provided in a way which allows for urban faces on all sides of buildings.

- Reduce overall mass of the building through the use of various technologies, materials, designs, colors, textures and other vertical and horizontal elements.

- Use design and materials compatible and appropriate to the character of Downtown Waynesboro.

City of Waynesboro Planning Department

Address:
301 W Main Street
Waynesboro, VA 22980

Phone: 540-942-6705
Fax: 540-942-6755
Website:
www.waynesborodowntown.org

A number of organizations including the City Council, Planning Commission, Economic Development Authority, city administration, Redevelopment and Housing Authority, Wayne Theatre Alliance and perhaps most prominently the WDDI, play important roles in and contribute significantly to the redevelopment effort and yet it is not clear that a singular group is charged with the responsibility of aggressively redeveloping and marketing downtown properties. Under the direction of the city, Waynesboro Downtown Development, Inc. (WDDI) will continue its role in strengthening downtown, especially in accordance with the recommendations of the downtown master plan once it is completed and adopted. This organization's scope of work includes overseeing design, promotion, organization and economic restructuring.

Downtown Development Recommendations and Strategies

Recommendation 1: Redefine boundaries of downtown to include Broad Street and portions of East Main Street and West Main Street.

Recommendation 2: Develop a comprehensive vision for downtown by creating a Downtown Master Plan with boundaries similar to the downtown area as delineated on the Proposed Land Use Plan.

> **Strategy 1:** Build on the work of this Land Use Guide effort and the adopted downtown plan to create a new downtown plan for Waynesboro.

Recommendation 3: Identify a set of catalyst sites/projects that will help in building momentum for downtown redevelopment.

> **Strategy 1**: Include this as part of the downtown master planning effort.
>
> **Strategy 2**: Build on the much anticipated success of the Wayne Theatre Alliance in its campaign to transform the defunct movie theater into a modern performing arts and film center.
>
> **Strategy 3:** Continue downtown streetscape improvements.

Recommendation 4: Evaluate the city's current organizational capacity to effect change in downtown in accordance with the Land Use Guide and a downtown master plan, as described above if completed and implemented.

Recommendation 5: Continue current and create a new set of incentives for downtown that will not only initiate re-investment in downtown but also create a variety of destination uses to make downtown more vibrant.

> **Strategy 1:** Create development design standards that make it easy for desired development to occur in downtown.
>
> **Strategy 2:** Employ one or more of the following incentives by working with the Economic Development Authority (EDA) that Waynesboro could use to generate interest in revitalizing its core.

Recommendation 6: As part of the broader branding and marketing effort for the city and in conjunction with the preparation of a downtown master plan (see Recommendation 1 above and Recommendation 4 under 1.0 General), develop a branding and marketing program for downtown to promote it as the preferred location to attract future visitors, residents and tenants.

> **Strategy 1**: Consider how branding downtown, as part of the future downtown master plan, could differentiate it from highway business locations so that downtown becomes more competitive in attracting retail as it evolves into a more popular destination.
>
> **Strategy 2:** Coordinate with the EDA and WDDI to develop a marketing campaign for living *and* working downtown.

Enterprise Zone

Businesses creating new jobs in the Enterprise Zone that pay at least 200% of the federal minimum wage and providing health benefits may be eligible for a cash grant of up to $800 per job per year for five years. Jobs paying less than 200% but more than 175% of the federal minimum wage will be eligible for $500 per job per year for five years.

Façade Grant Program

Waynesboro City partners with downtown property owners and businesses to improve the façades of the central business district buildings. For pre-approved projects, the City will fund up to $5,000 or 50% of total project cost for improvements to the exterior façade and/or awning on a business property. The Grants are competitive and the Waynesboro Downtown Development Inc. Design Committee reviews all applications.

Shenandoah Valley Art Center
126 South Wayne Avenue

Historic Tax Credits

Developers interested in renovating historically significant buildings in such a way that preserves their original façade and design may be eligible for tax credits of up to 25% of qualified expenditures through the Virginia Department of Historic Resources and up to 20% of qualified expenditures through the National Park Service.

Built in 1890 as the Brandon Hotel, Fairfax Hall now offers affordable housing for independent seniors and a large banquette hall for a variety of entertainment and community events. The restoration was financed in large part with historic tax credits.

Historic tax credits have been one of the most successful components of revitalizing downtowns and restoring landmark buildings. However, the program requires strict compliance with historical design. We strongly suggest that interested parties contact the Virginia Department of Historic Resources and the Waynesboro Office of Economic Development prior to beginning the redevelopment process.

Virginia Real Property Investment Grant

The Real Property Investment Grants encourage investment in both old and new commercial buildings within the Enterprise Zone by reimbursing up to 20% of the costs of renovation and construction. Investors must make real property improvements of at least $100,000 to qualify for renovations or $500,000 for construction of a new building. Cash reimbursements are capped at $100,000 for projects with less than $5 million invested and at $200,000 for projects investing more than $5 million.

This downtown landmark, originally built in 1908 for the First National Bank of Waynesboro, now houses the Heritage Museum on the first floor and six apartments on the second. Situated in the heart of Waynesboro's Enterprise Zone, this building's revitalization was partially funded with the Virginia Enterprise Zone Real Property Investment Grant.

Real Estate Tax Abatement

Property or business owners making significant improvements to a downtown building located in the Enterprise Sub-Zone may be eligible for real estate tax abatement. Eligible renovations must increase the assessed value of the building by at least 60% but not increase the square footage by more than 15%. Applications are required before any work is completed, as the City will assess the value of the building before and after all renovation work. If eligible, the assessed value of the property will be reduced by an amount equal to the increase in assessed value resulting from the rehabilitation of the structure for a period of seven years.